



SHOES

Shoes that will give service is what interests the Shoe customer. To give good service they must be made of selected leather and sown either by hand or machine. Nowadays it requires an expert to tell the shoddy from the genuine. The methods of finish are so skillfully done as to readily deceive the ordinary buyer. The head of our Shoe Department is an expert. You may rely on getting only dependable footwear at this store.

RIBBON

In all the new shades for Spring, Lavender, Melon, Reseda, Red, White, Navy, Pink, Alice Blue, Old Rose and Brown. These we have in every width. The most popular are the 4, 4½ and 6 inch widths. The bargains will surprise you.

MEN'S HATS

Many styles in Men's Hats remain staple and never change, but Fashion says for the young man a new style must be worn each Spring and Fall. Our stock is now complete with all the latest shapes that will prevail this season.

Get one of our Men's \$2.50 Hats free with a purchase of \$12.00 and upwards in Men's Clothing.

HANDKERCHIEFS

Since the days of good "Queen Bess" of England the Handkerchief has been a constant requirement. History says she used it to flirt with her courtiers. However, in this practical age we have a more important use for it. We are now showing a complete line of hemstitched and the beautiful embroidered borders at bargain prices.

VERY SPECIAL

50 dozen Ladies Hem stiched Handkerchiefs at **3c** each

AMERICAN MADE RUGS New Spring Oriental Patterns

In addition to our already large Spring collection of American Made Rugs, we have just placed on sale many new and attractive Oriental patterns in Wiltons, Body Brussels and Axminsters in all sizes up to 9x12 at special prices during this sale.

SHIRTS

A bargain that will not last long. 24 dozen Men's Fine Madras Shirts \$1 values sale price **63c**. 6½ dozen Men's Silk and Wool Shirts regular \$2.50 sale price **\$1.73**



MILLINERY

Every woman wants to have and tries to get the most becoming hat. We have put in a great deal of time while in the market selecting our immense line of Pattern Hats. We know that out of our immense stock we can please the most fastidious. This will be a season of flowers, and our Opening Display of Trimmed Hats reminds one of a florist's window where every color is represented. Our prices are in keeping with everything else we sell—extremely low. No two hats are alike, and we invite an early inspection of our special display.

Over 500 Ready to Wear Hats.



READY-MADE DRESSES

The material a dress is made of, the fit, the hang and the general effect and design is what most women look for in buying a dress. All these essentials combined is what makes a woman happy.

In our Ladies' Ready to Wear Department will be found the largest open stock in the Southwest, consisting of all the new Spring novelties in Suits, Skirts and Wraps.

SPECIAL—One lot of about 300 Fall Skirts and Suits to close, at from **\$1.50 to \$4.50** each, about one half the cost to manufacture.

LINGERIE

Skill of the highest order combined with the finest materials has produced the beautiful assortment of dainty undermuslins which will be spread for your enthusiastic inspection, during the great Spring Opening. We take personal pride in this exhibition and know our low prices will interest you.



FITZGERALD & LOCKE
DODGE CITY, KANSAS



this Spring you will be surprised at the bargains we offer.



Could we transport you to St. Gall, Switzerland, the home and center of Embroidery making, and take you through the mills to see the wonderful rapidity with which these goods are made, you could then readily understand how it is possible for us to sell these dainty fabrics so cheap.

5000 yards embroideries 8c to 12c values, sale price **5c**
5000 yards Valenciennes and Torchon Laces 5c to 8c values, sale price **3c**

WHITE GOODS

Never before has the rage for White been so great as it will be this season. While in the market we bought a complete assortment of all the newest weaves our showing comprises the new Dimities, Organdies, Mousselines, India Linons, small and medium check, also stripes, all marked at our well known prices.

SILKS

Our Silk Department has some rare bargains in plain and Fancy Silks, selected with great care while in the market. As this season will demand a great many White Silks we are showing a complete line of White Jap Silks, in all widths—just the thing for White Waists.

SPECIAL FOR THIS SALE

36 inch Jap Silk at **67 1-2c** regular price 90c to \$1 yd.

TABLE LINEN

The prudent housewife exercises a great deal of care in the selection of her Table Linens and rightly too. We are showing a complete line of imported Linens of all the staple widths with Napkins to Match.

CORSETS F. C. CORSETS

A good fitting Corset is nowadays one of the necessities of every well dressed woman. Your new gown will be more stylish and satisfactory if it is fitted over the proper Corset. We carry the American Beauty this we consider the acme of perfection for best wear and therefore take it for our leader. Our American Beauty \$1.00 Corsets during this sale at **85c**

MAKE
American Beauties.



Latest
Models.

